

Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

Leisure Vision conducted a Parks and Recreation Customer Satisfaction and Needs Assessment Survey for the Village of Key Biscayne during November of 2006 to help understand usage and satisfaction with the Key Biscayne Community Center and other parks and recreation priorities in the community. The survey was designed to obtain statistically valid results from households throughout the Village of Key Biscayne. The survey was administered by phone.

Leisure Vision worked extensively with the Village of Key Biscayne officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to the Village of Key Biscayne.

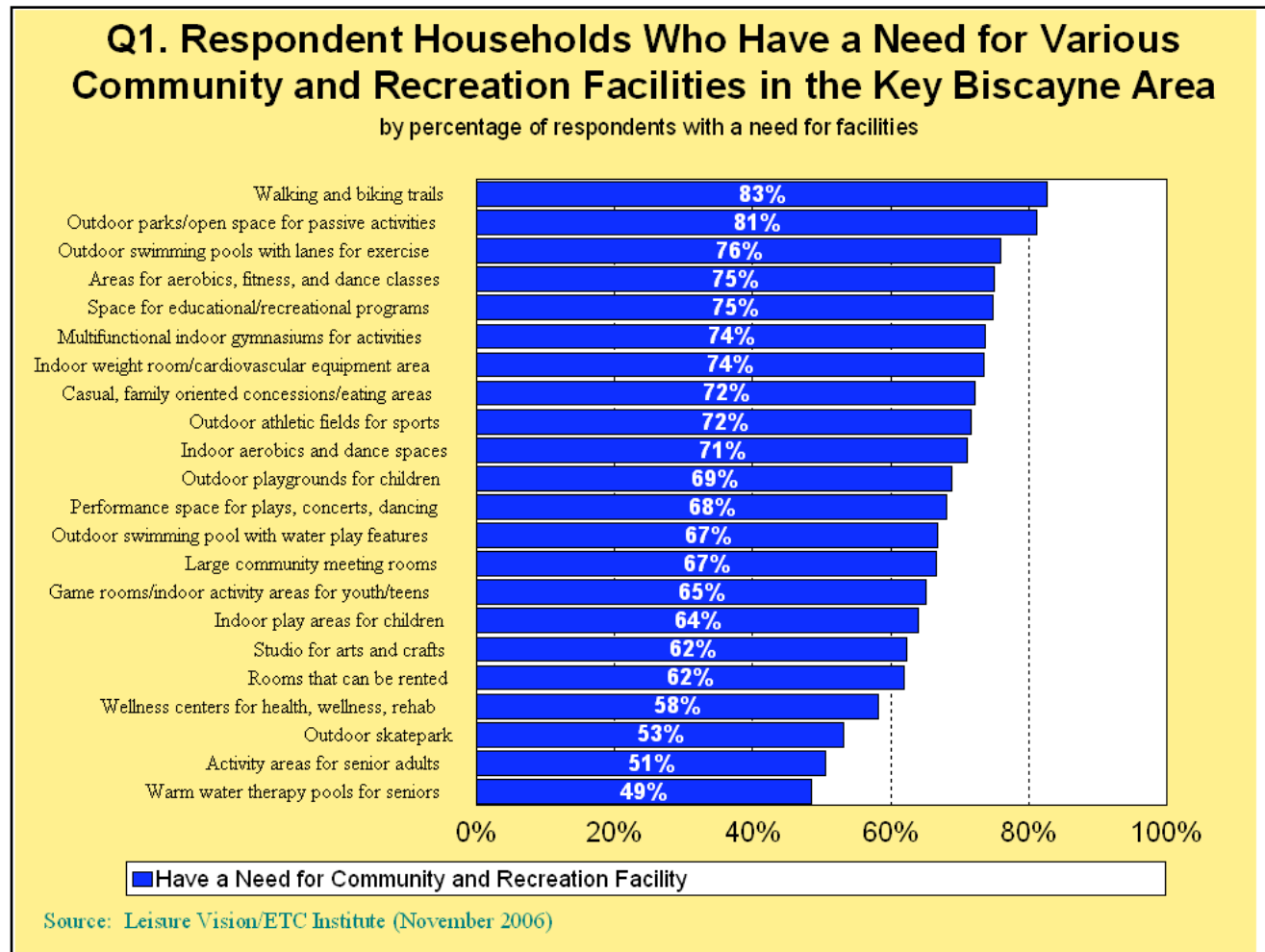
The goal was to complete at least 400 phone surveys. This goal was reached with a total of 404 surveys being completed. The results of the random sample of 404 households have a 95% level of confidence with a precision of at least +/-5%.

The following pages summarize major survey findings:

Respondent Household Needs for Community and Recreation Facilities

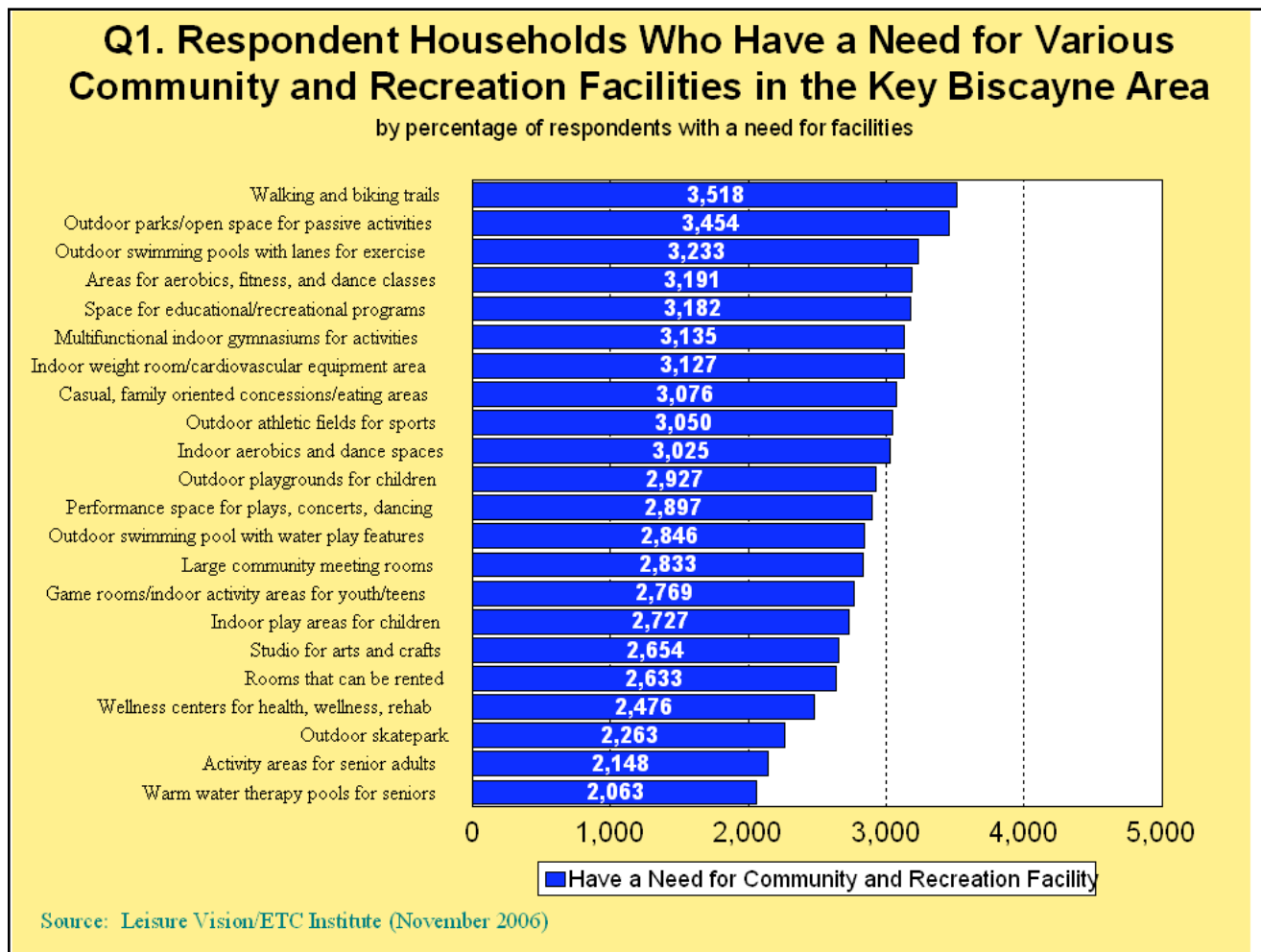
From a list of 22 existing community and recreational facilities, respondents were asked to indicate all the existing community and recreational facilities members of their household had a need for. The following summarizes key findings:

- **Walking and biking trails (83%)** was the existing community and recreational facility that **the highest percentage of household respondents had a need for in the Key Biscayne area.** There were four other community and recreational facilities that 75% or more of households had a need for including: outdoor parks/open space for passive activities (81%), outdoor swimming pools with lanes for exercise (76%), areas for aerobics, fitness and dance classes (75%), and space for educational or recreational programs (75%).



Respondent Household Needs for Community and Recreation Facilities

From the list of 22 existing community and recreational facilities respondents were asked to indicate which ones they and members of their household have a need for. The graph below summarizes key findings on the previous page by the number of households having a need for various community and recreational facilities in the Village of Key Biscayne, based on 4,254 households in Key Biscayne.



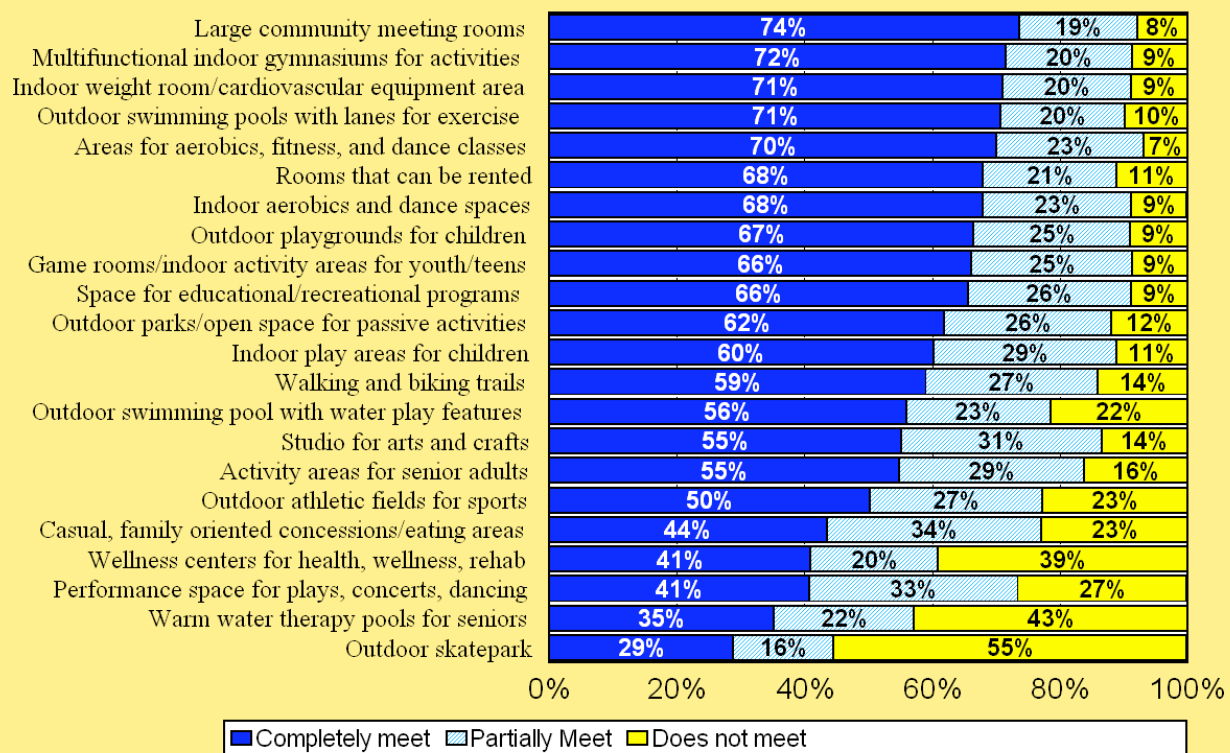
How Well Existing Facilities Meet Respondent Household Needs

From the list of 22 existing recreational facilities, respondents were asked to indicate how well each facility meets the needs of their household. The following summarizes key findings:

- 17 of the 22 parks and recreational facilities had at least 50% of respondents indicate that the facility “100%” meets the needs of their household. The facilities that had the highest percentage of respondents indicate that the facility completely meets their needs includes: large community meeting rooms (74%), multifunctional indoor gymnasiums for activities (72%), indoor weight room/cardiovascular equipment area (71%), outdoor swimming pools with lanes for exercise (71%), and areas for aerobics, fitness, and dance classes (70%).

Q1. How Respondent Households Rate How Well Community and Recreation Facilities in the Key Biscayne Area Meet Their Needs

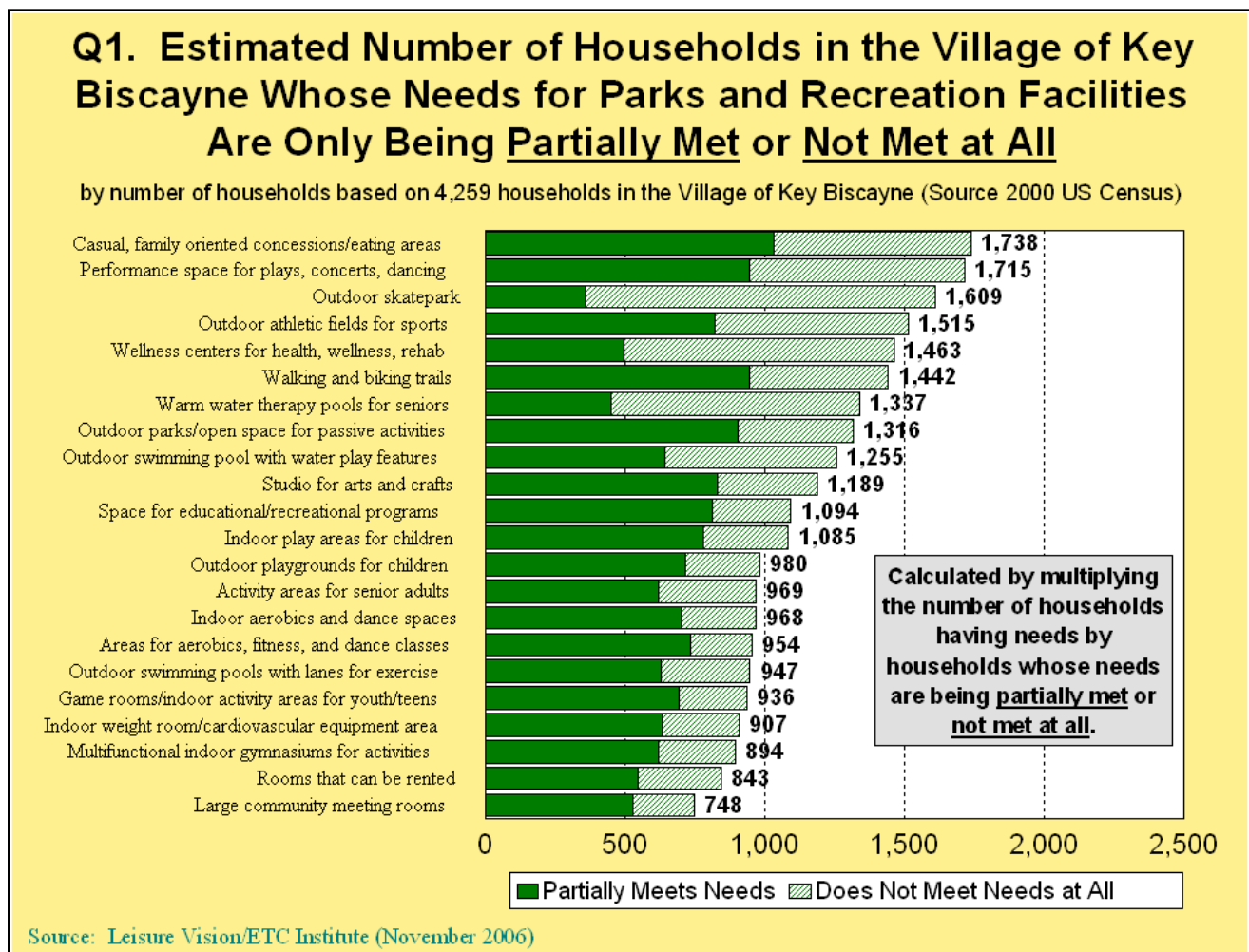
by percentage of respondents with a need for facilities



Source: Leisure Vision/ETC Institute (November 2006)

Key Biscayne Households with Their Needs Not Being Met

From the list of 22 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The graph below shows the estimated number of households in the Village of Key Biscayne whose needs for facilities are only partially being met or not being met at all, based on 4,259 households in the Village.



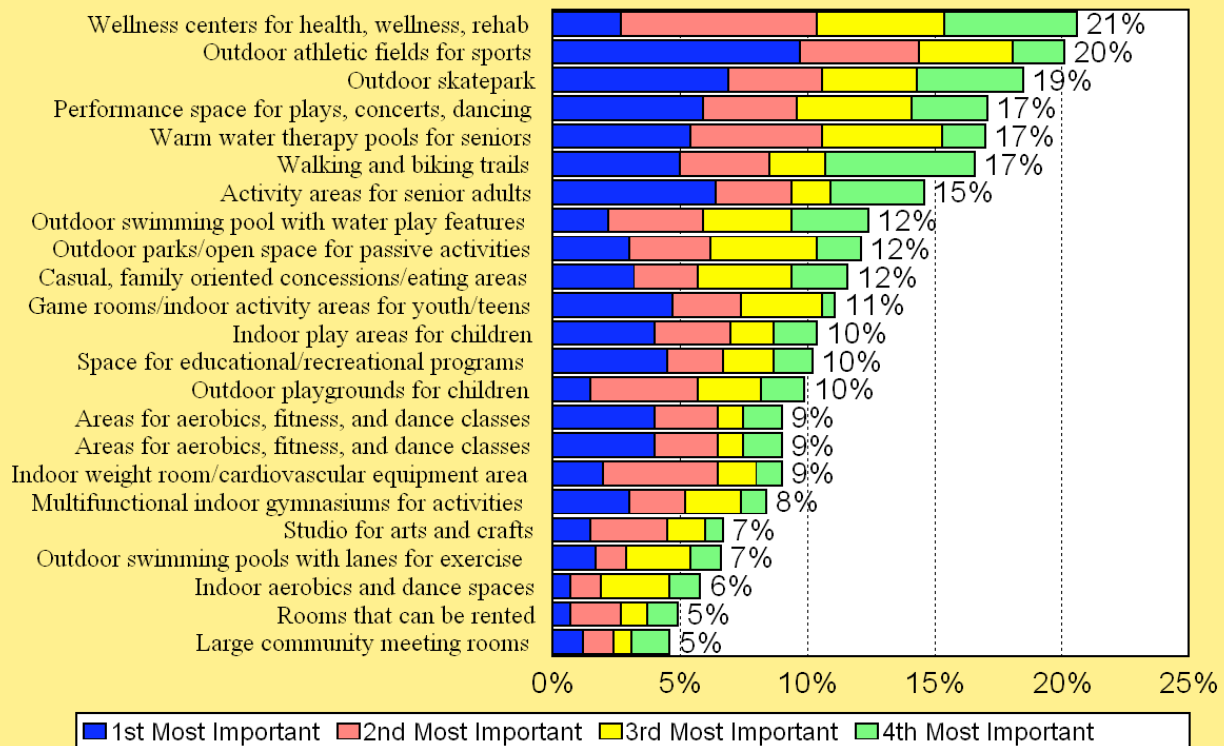
New Parks and Recreation Facilities That Are Most Important to Develop

From the list of 22 facilities, respondents were asked what four of these facilities would be the most important to develop. The following summarizes key findings:

- **Wellness centers for health, wellness, and rehab (21%), outdoor athletic fields for sports (20%), and outdoor skatepark (19%) were the top three choices that respondents felt would be most important to develop.** Other facilities that more than 15% of respondents indicated would be most important to develop include: performance space for plays, concerts, and dancing (17%), warm water therapy pool for seniors (17%), and walking and biking trails (17%).

Q2. What New Facilities Respondent Households Feel Would be the Most Important to Develop

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (November 2006)

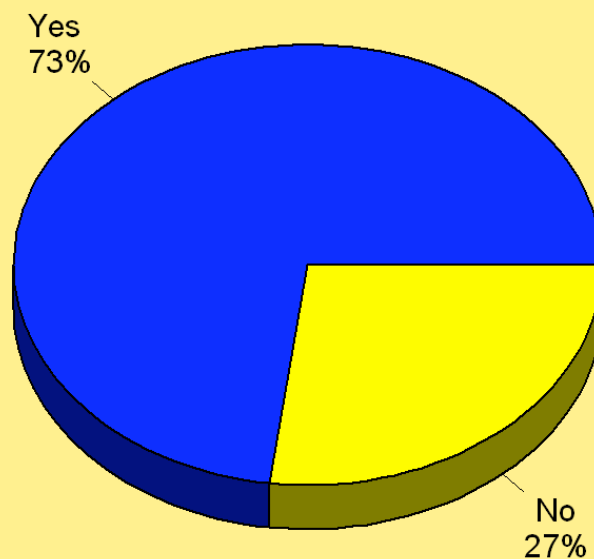
Respondent's Use of Key Biscayne Community Center

Respondents were asked whether they or members of their household used the Village of Key Biscayne Community Center during the last 12 months. The following summarizes key findings:

- **Seventy-three percent (73%) of respondent households have used the Village of Key Biscayne Community Center in the last 12 months.**

Q3. Whether Respondent Households Used The Village of Key Biscayne Community Center During the Past 12 Months

by percentage of respondent households that have visited Key Biscayne's Major parks in the past 12 months



Source: Leisure Vision/ETC Institute (November 2006)

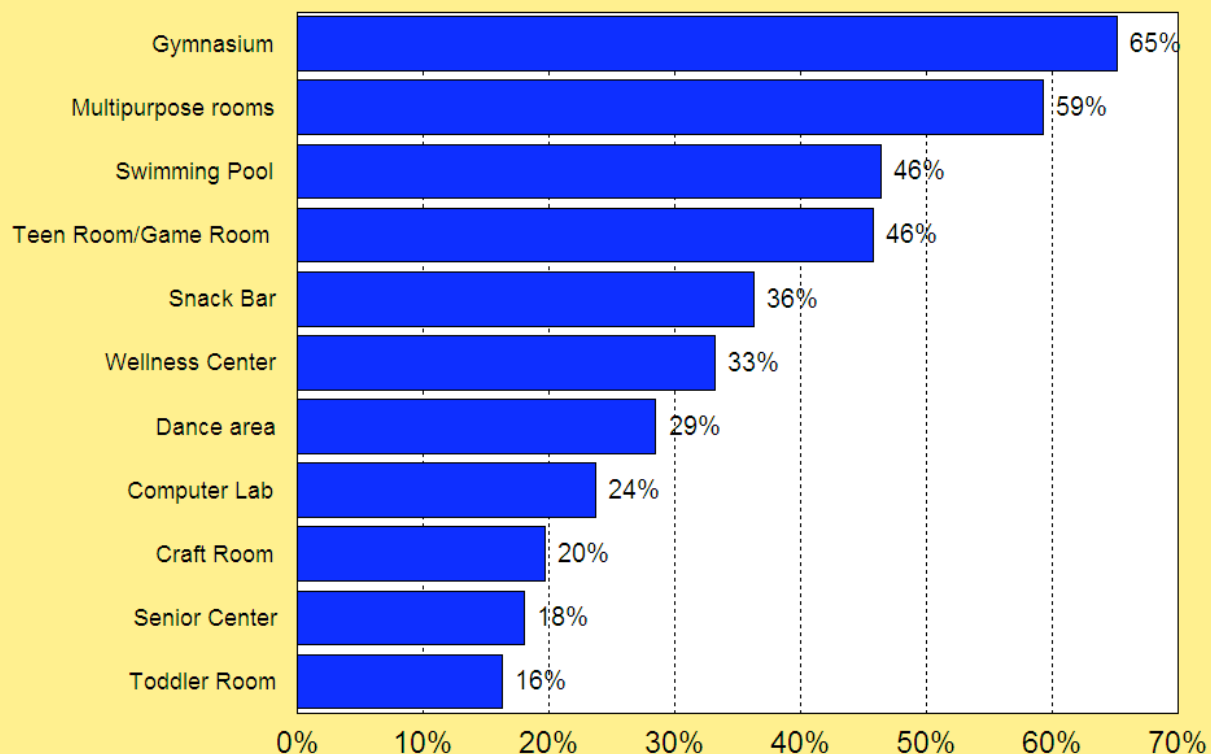
Major Areas Respondents Used in the Key Biscayne Community Center

Respondents were asked which of 11 major areas of the Key Biscayne Community Center members of their household had used during the past 12 months. The following summarizes key findings:

- **The gymnasium (65%) was the major area of the Key Biscayne Community Center that respondent households used the most during the past 12 months.** Other major areas of the Key Biscayne Community Center that at least 40% of respondent households used include: multipurpose rooms (59%), swimming pool (46%) and teen room/game room (46%).

Q.4 What Major Areas in the Village of Key Biscayne Community Center Members of Respondent Households Have Used During the Past 12 Months

by percentage of respondents (multiple choices could be made)

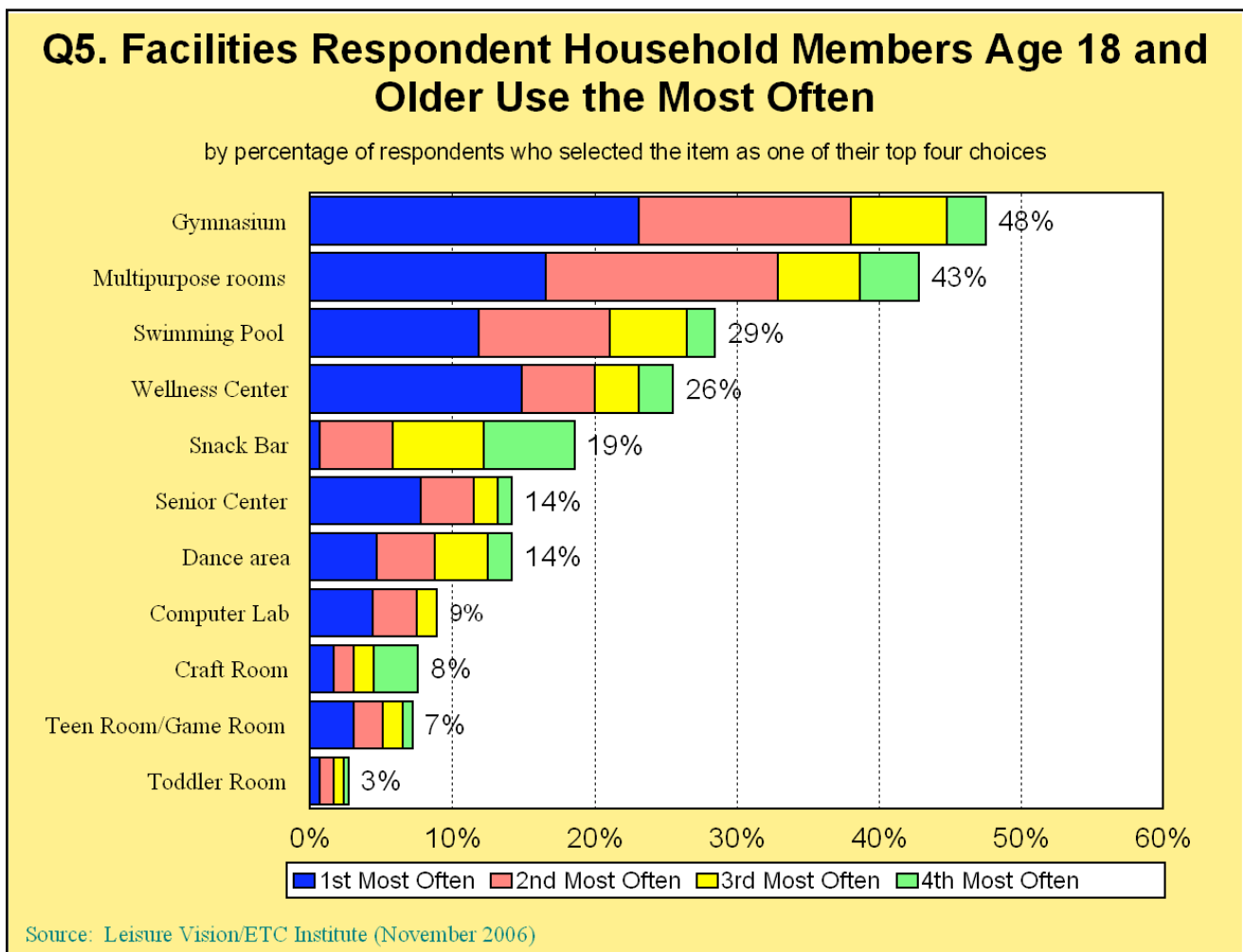


Source: Leisure Vision/ETC Institute (November 2006)

Facilities Used Most Often by Adults Age 18 and Older

From the list of 11 major areas in the Key Biscayne Community Center respondents in were asked to select the four areas respondent household members ages 18 and older used the most often. The following summarizes key findings:

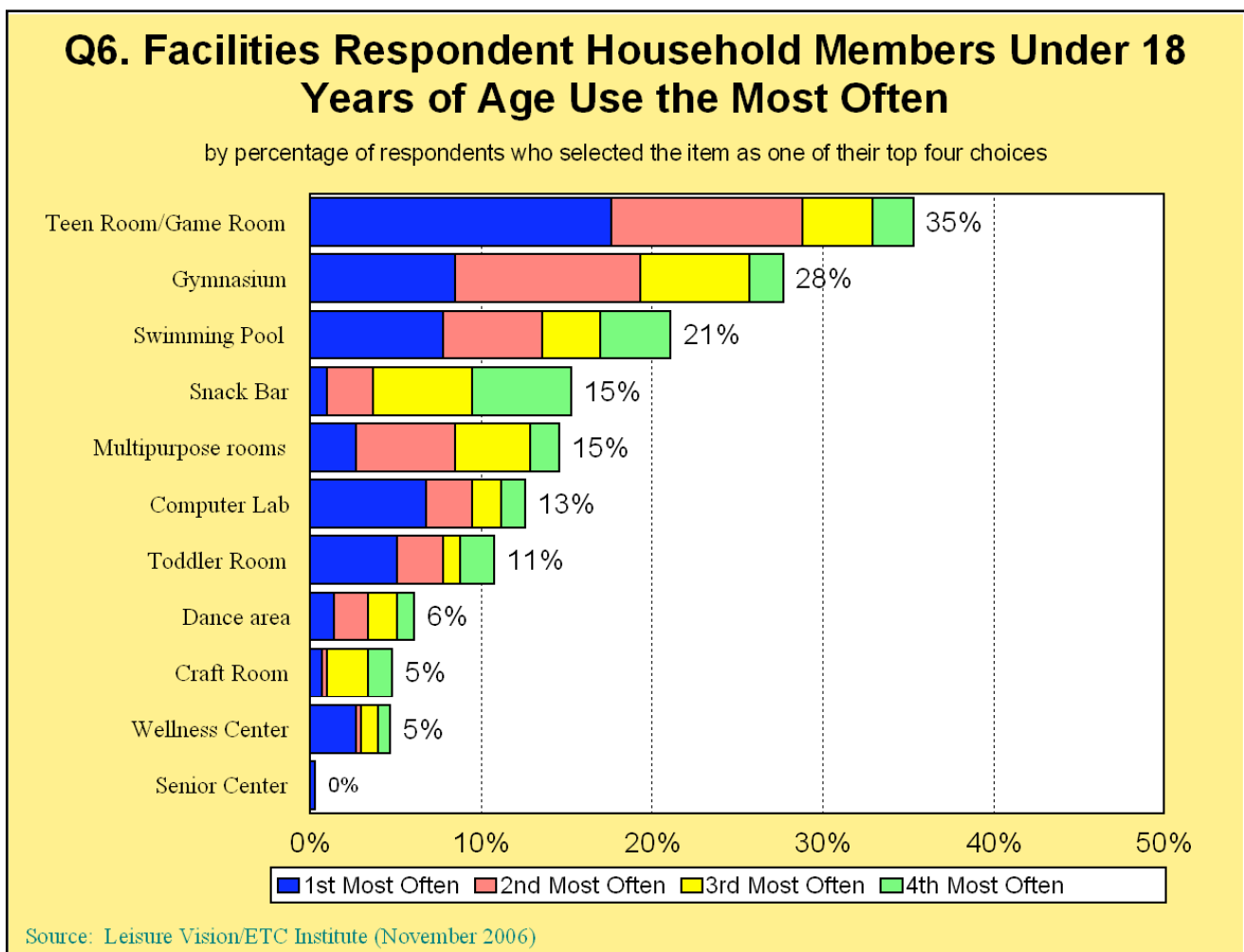
- **Gymnasium (48%) is the major area that respondent household members ages 18 and older use the most often, based on the sum of their top four choices.** Other major areas that at least 25% of respondent household members ages 18 and older use the most include: multipurpose rooms (43%), swimming pool (29%) and the wellness center (26%). It should also be noted that the gymnasium had the highest percentage of being selected as the respondents' first choice.



Facilities Used Most Often by Youth Ages 0-17

From the list of 11 major areas in the Key Biscayne Community Center respondents were asked to select the four areas respondent household members who were under 18 used most often. The following summarizes key findings:

- **Teen room/game room (35%) is the major area that respondent household members under 18 years of age use most often based on the sum of their top four choices.** Other major areas that at least 20% of respondent household members under age 18 use the most include: gymnasium (28%) and swimming pool (21%). It should also be noted that the teen room/game room had the highest percentage of being selected as the respondents' first choice.



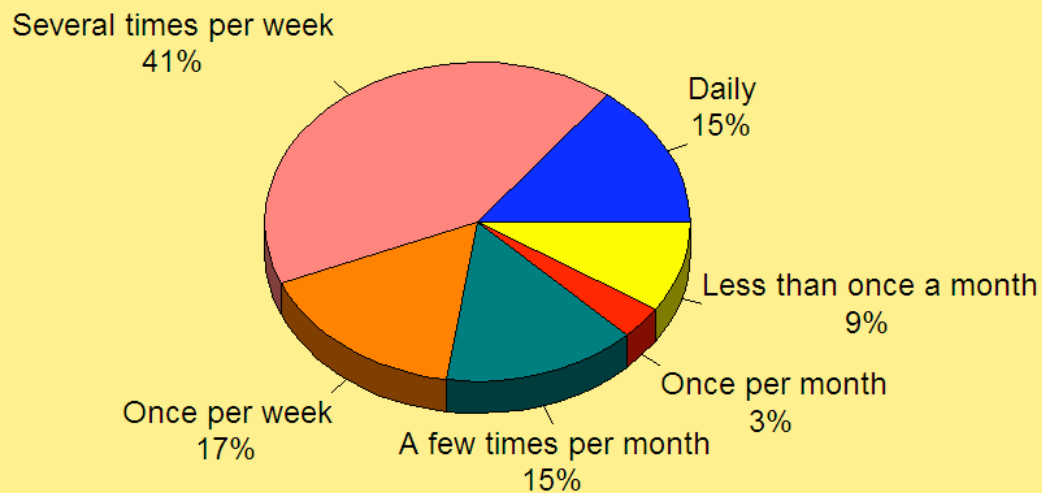
Use of Key Biscayne Community Center

From a list of six options, respondents were asked to indicate how often members of their household use the Key Biscayne Community Center. The following summarizes key findings:

- **Several times per week (41%) was the highest percentage of times respondents indicated members of their households used the Key Biscayne Community Center.** 15% of respondent households indicated using the Key Biscayne Community Center daily, while 17% indicated using the community center once per week. In addition, 15% of respondent household indicated using the Key Biscayne Community Center a few times per month, with 3% using it once per month and 9% less than once per month.

Q7. How Often Respondent Households Use the Village of Key Biscayne Community Center

by percentage of respondents

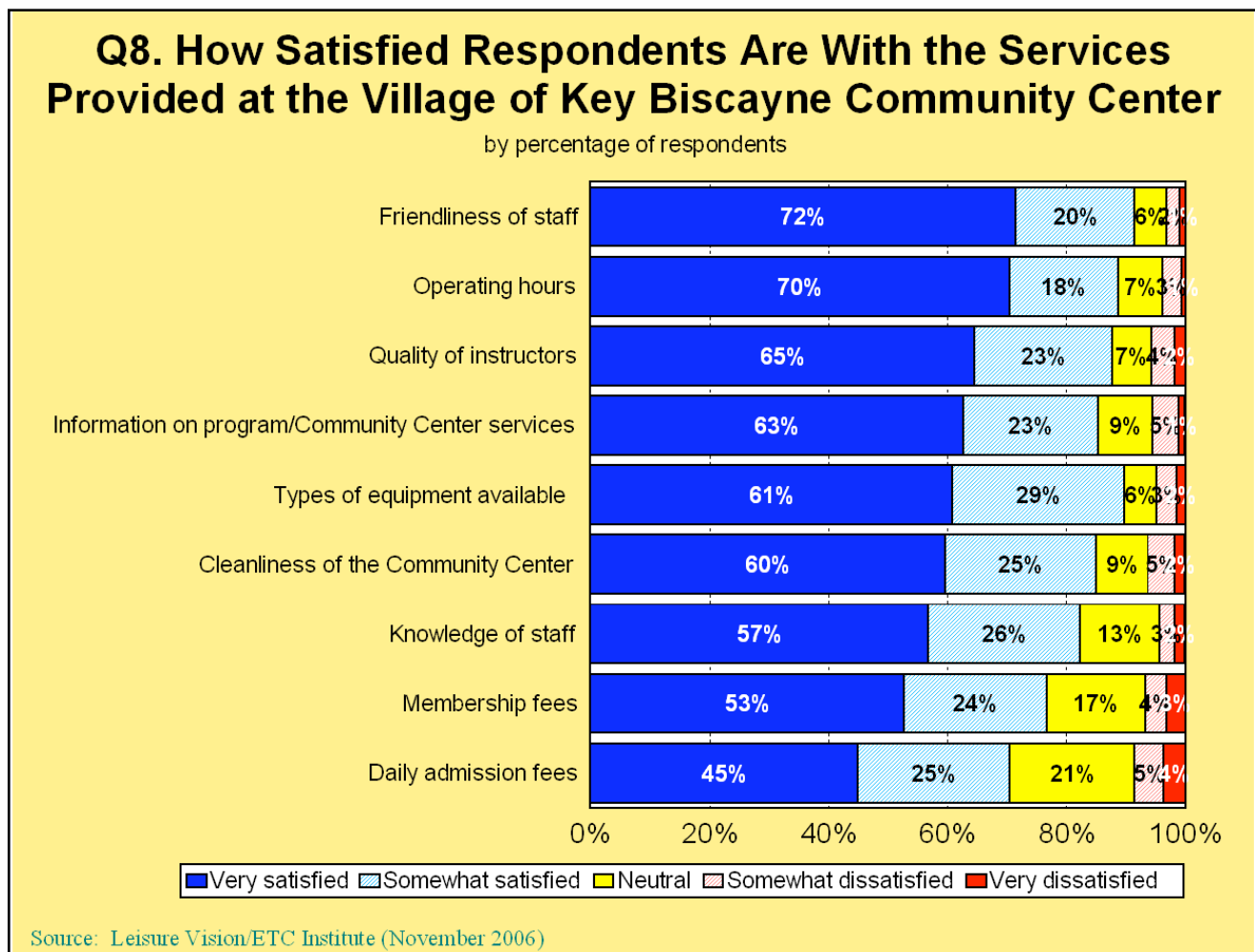


Source: Leisure Vision/ETC Institute (November 2006)

Level of Satisfaction with Services Provided by Key Biscayne Community Center

From a list of 9 services provided by the Key Biscayne Community Center, respondents were asked to indicate their level of satisfaction with each one. The following summarizes key findings:

- **Friendliness of staff (72%) had the highest percentage of respondents indicate being very satisfied with the service.** Other services provided at the Key Biscayne Community Center that more than 60% of respondents indicated they were very satisfied with included: operating hours (70%), quality of instructors (65%), information on programs/Community Center services (63%) and types of equipment available (61%). It is important to note that in 8 out of the 9 service areas, at least 50% of respondents indicated being very satisfied.



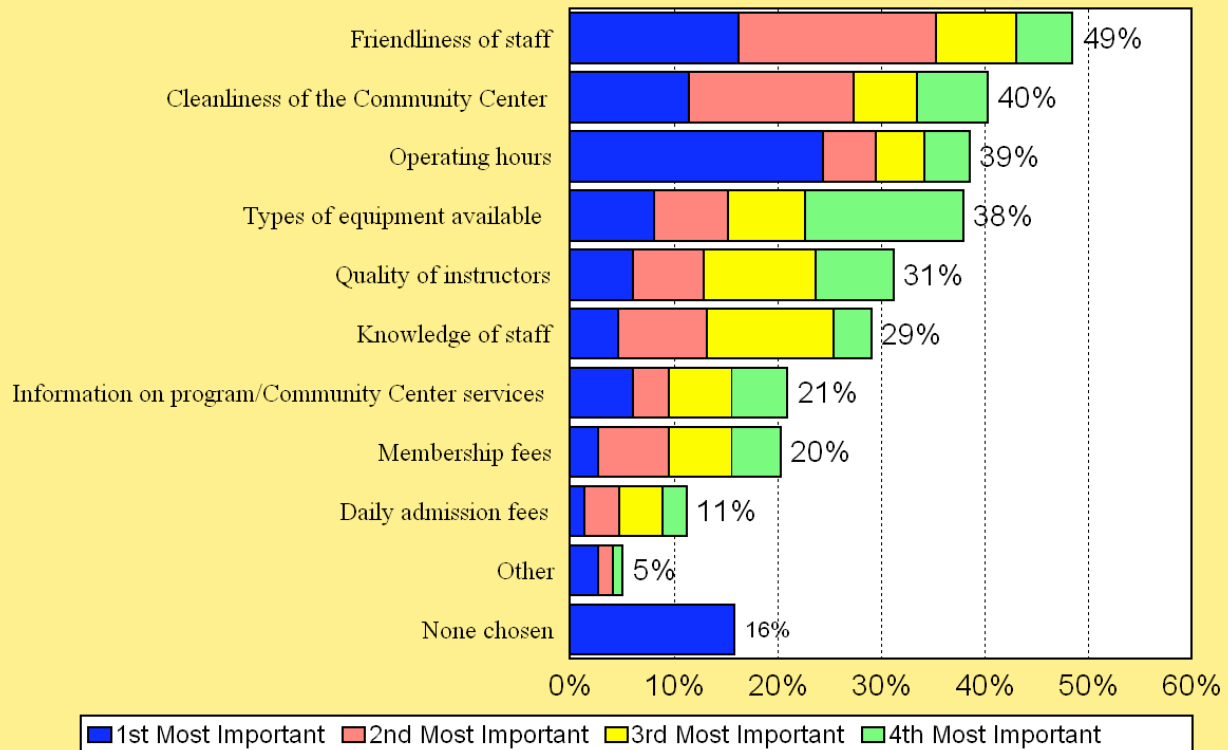
Most Important Services Provided by Community Center

From a list of 9 services provided by the Village of Key Biscayne Community Center, respondents were asked to indicate which services were most important to their enjoyment of the Community Center. The following summarizes key findings:

- **Friendliness of staff (49%) had the highest percentage of respondents indicate that the service was most important to their enjoyment of the Key Biscayne Community Center based on a sum of their top 4 choices.** Other services provided at the Key Biscayne Community Center that more than 30% of respondents indicated being most important to their enjoyment of the Key Biscayne Community Center included: cleanliness of the Community Center (40%), operating hours (39%), types of equipment available (38%), and quality of instructors (31%). It should also be noted that operating hours had the most respondents indicate it as their first choice as the service that is most important to their enjoyment of the Key Biscayne Community Center.

Q9. What Services Are Most Important to Respondent's Enjoyment of the Village of Key Biscayne Community Center

by percentage of respondents who selected the item as one of their top four choices

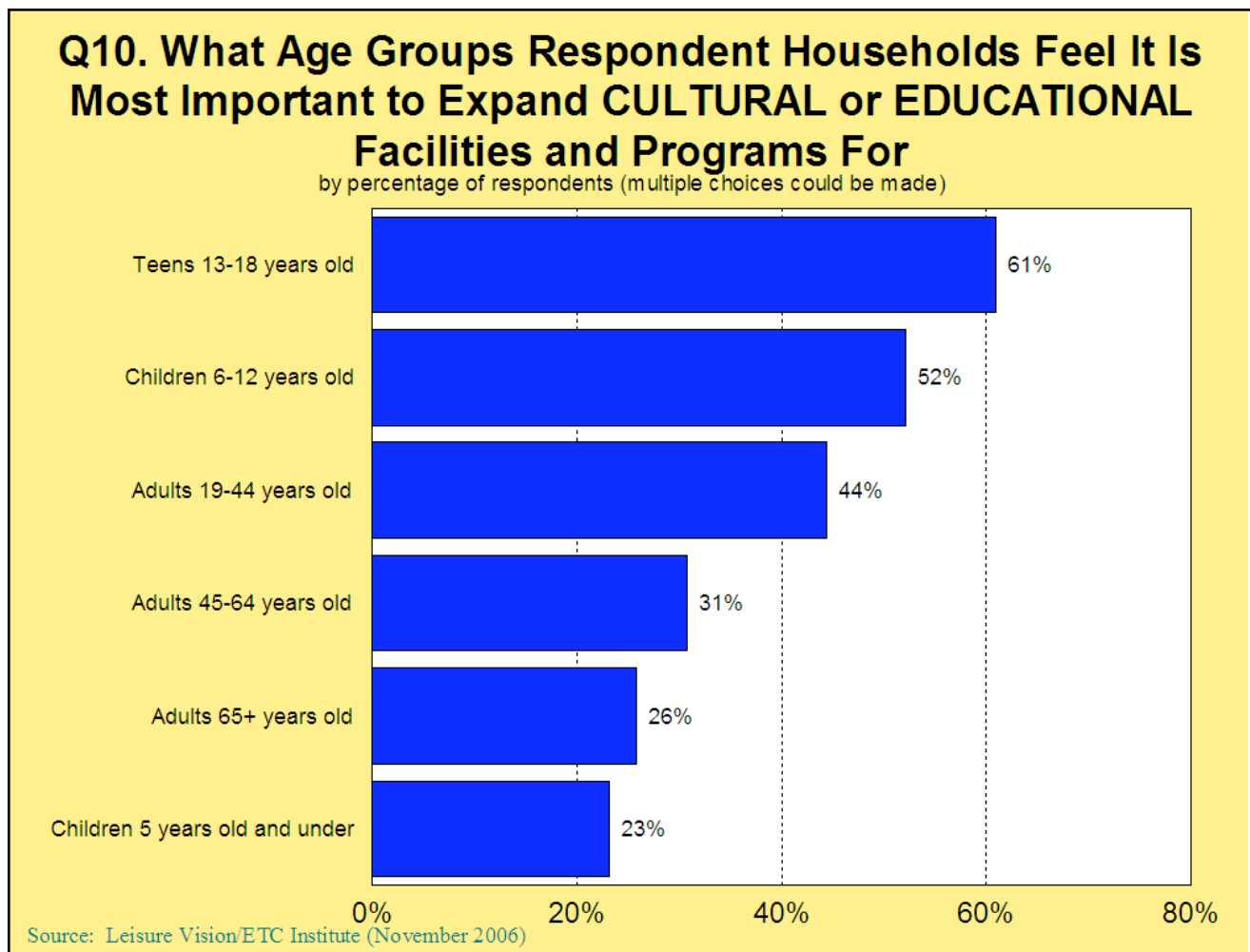


Source: Leisure Vision/ETC Institute (November 2006)

Expansion of Cultural and/or Education Facilities and Programs for Various Age Groups

From a list of 6 age groups, respondents were asked which age group respondent households feel it is most important to expand cultural or educational facilities and programs for. The following summarizes key findings:

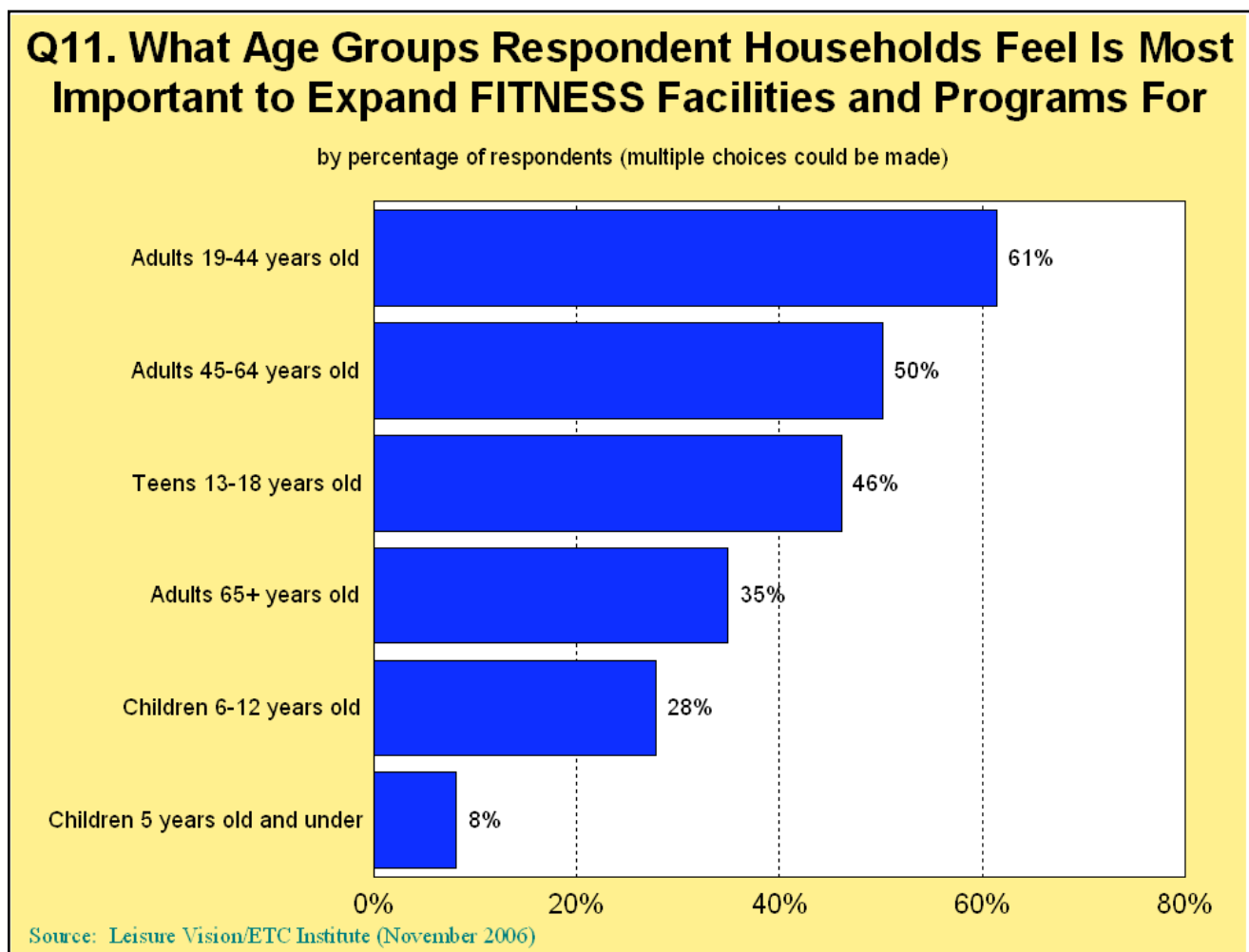
- **Sixty-one percent (61%) of respondent households feel that teens (ages 13-18 years) are the age group that it is the most important to expand cultural or educational facilities and programs for.** Fifty-two percent (52%) said that children (ages 6-12) were an important group to expand cultural or educational facilities and programs for and forty-four percent (44%) said adults (ages 19-44) were an important group to expand cultural or educational facilities and programs for.



Expansion of Fitness Facilities and Programs for Various Age Groups

From a list of 6 age groups, respondents were asked what age group respondent households feel is most important to expand fitness facilities and programs for. The following summarizes key findings:

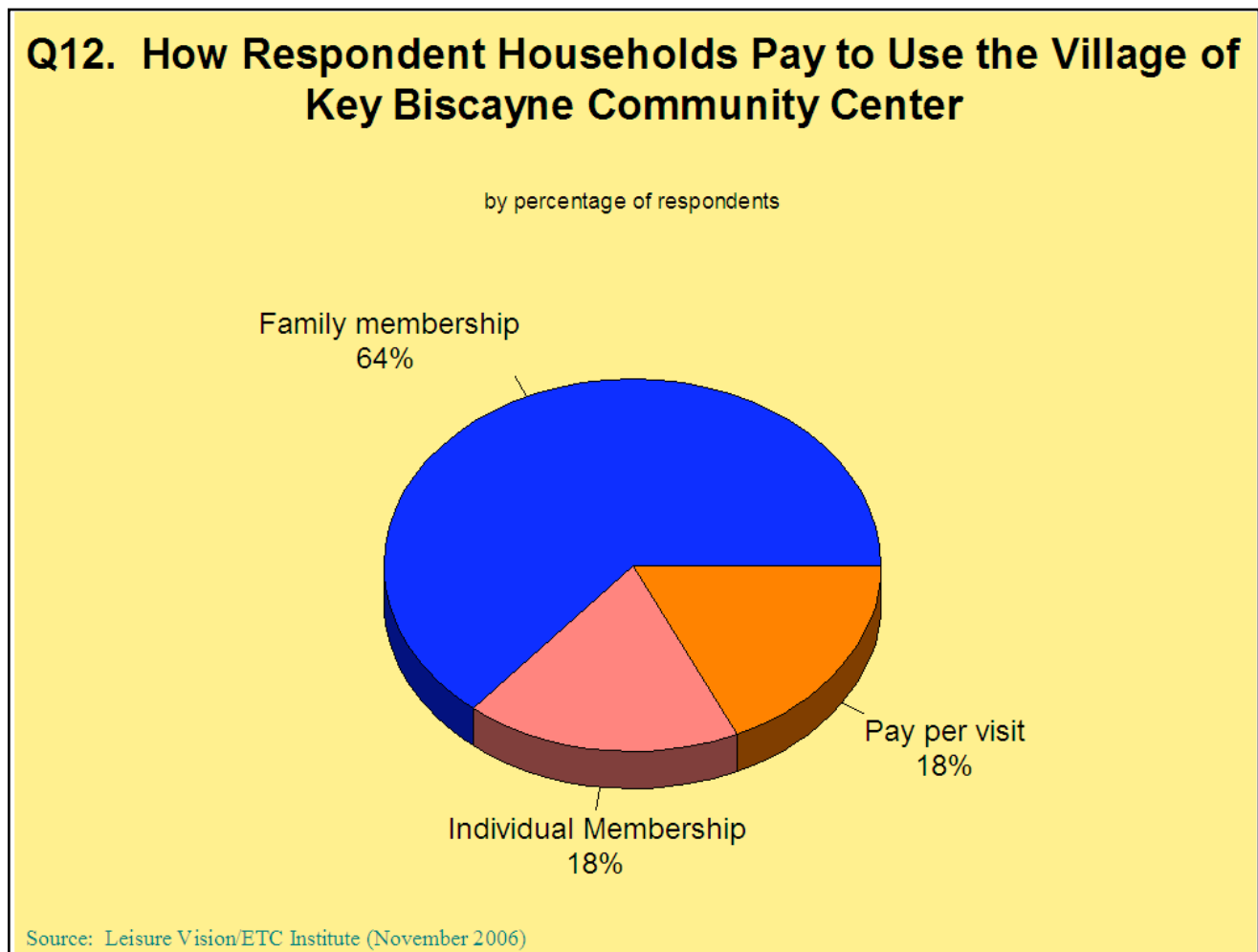
- **Sixty-one percent (61%) of respondent households feel that adults (ages 19-44 years) are in the most need for expansion of programs.** Fifty percent (50%) said that adults (ages 45-64) were in need and forty-six percent (46%) said teens (ages 13-18) were in need of expansion of facilities and programs.



Payment for Usage of Key Biscayne Community Center

Respondents were asked how they pay to use the Key Biscayne community center. The following summarizes key findings:

- **Sixty-four percent (64%) of respondent households have family memberships.** Eighteen percent (18%) have individual memberships, and eighteen percent (18%) pay per visit.



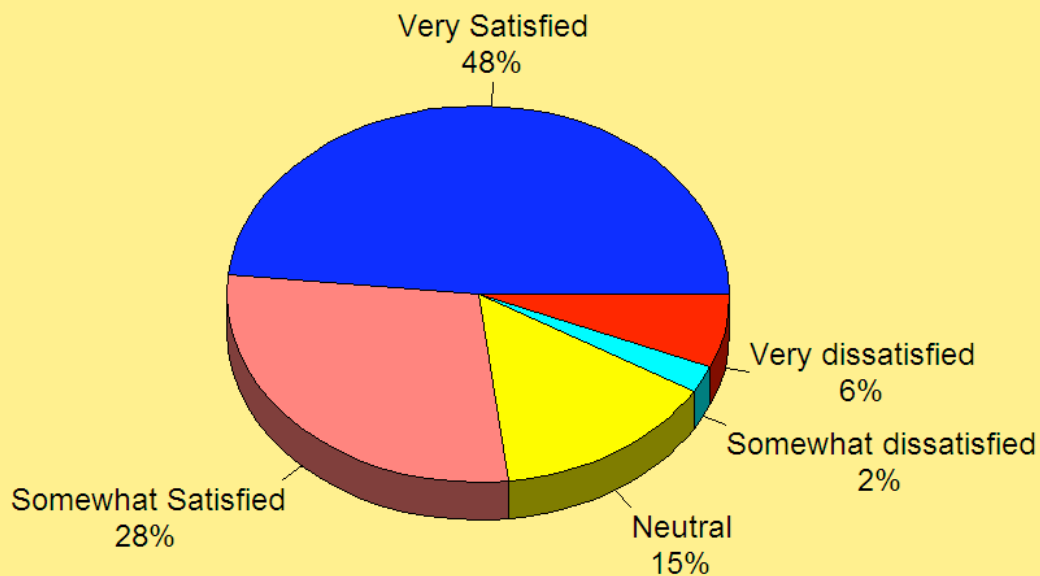
Level of Satisfaction with Overall Value Received from the Key Biscayne Community Center

Respondents were asked to indicate how satisfied they are with the overall value they receive from the Village of Key Biscayne Community Center. The following summarizes key findings:

- **Seventy-six percent (76%) of respondents were either very satisfied (48%) or somewhat satisfied (28%) with the overall value they receive from the Village of Key Biscayne Community Center.** Only eight percent (8%) of respondents are either somewhat dissatisfied (2%) or very dissatisfied (6%). It should also be noted that fifteen percent (15%) were neutral.

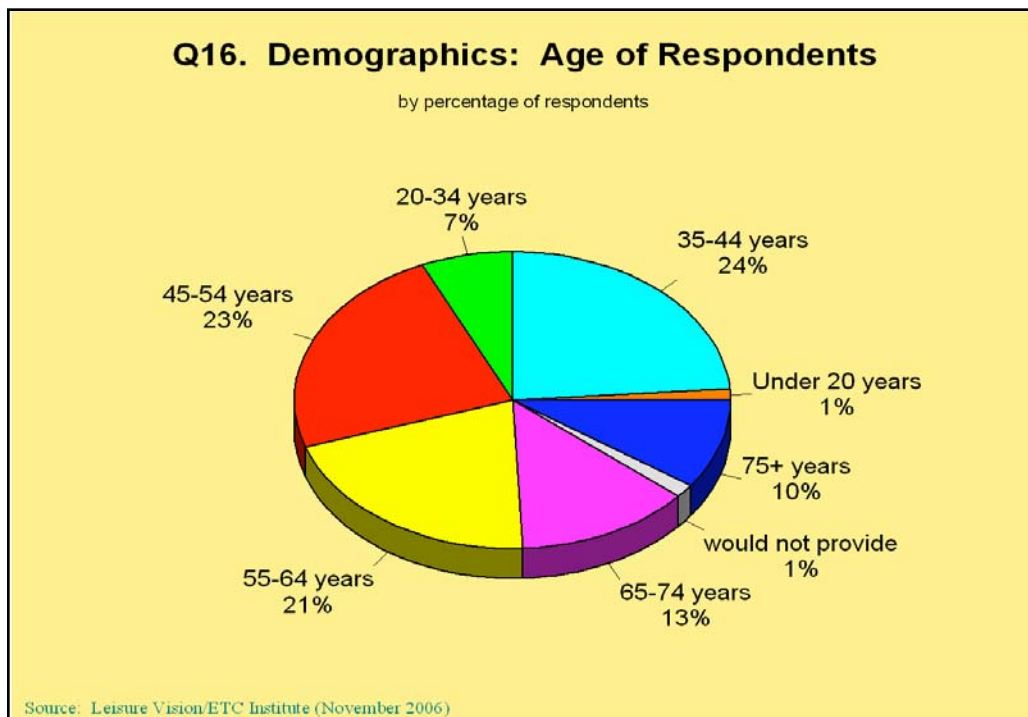
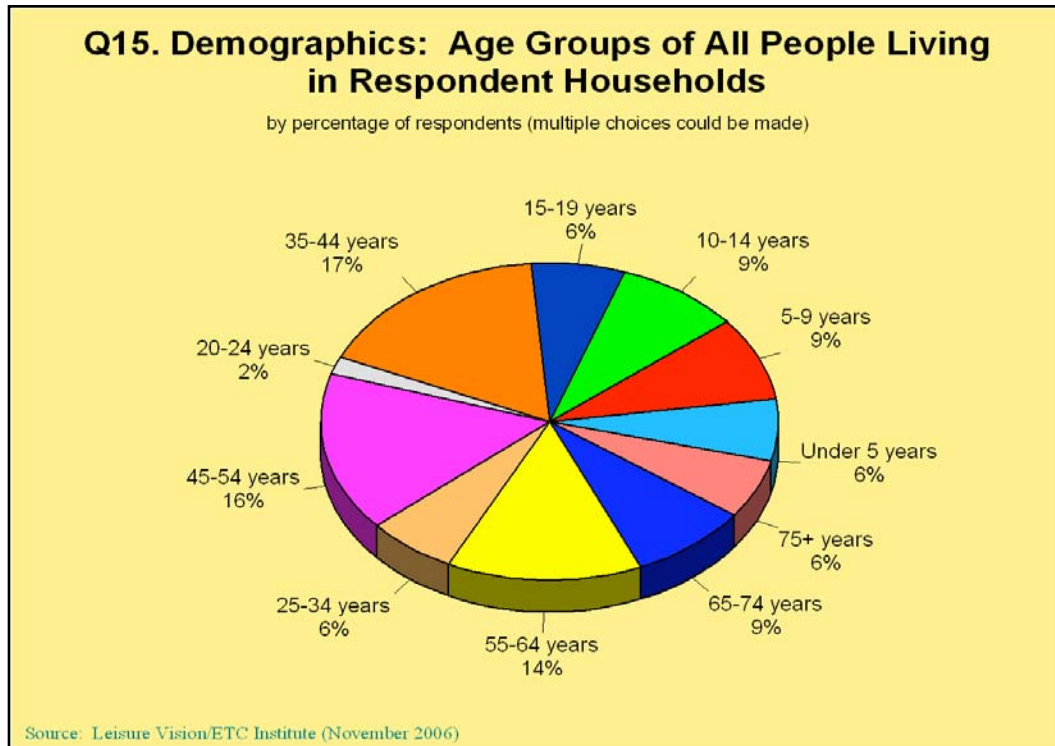
Q13. Respondent Household's Satisfaction With the Overall Value They Receive From The Village of Key Biscayne Community Center

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

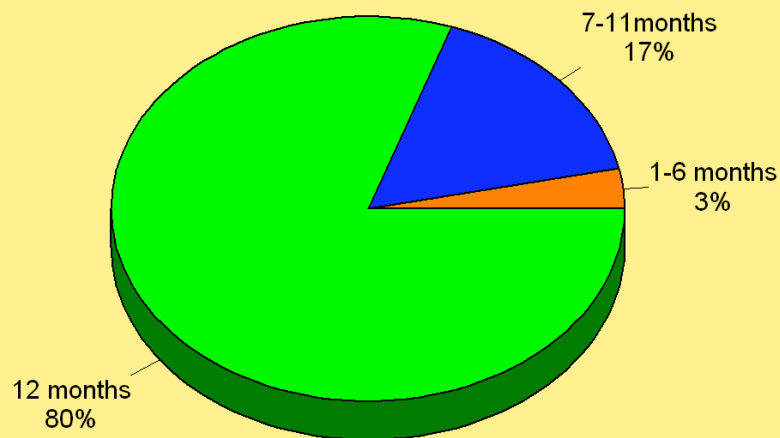
Demographics



Demographics

Q17. Demographics: How Many Months Per Year Respondent Typically Live in Key Biscayne

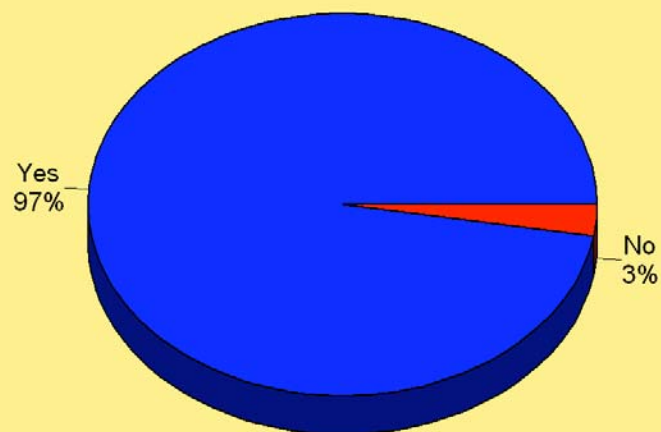
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

Q18. Demographics: If Key Biscayne is Respondent's Primary Residence

by percentage of respondents

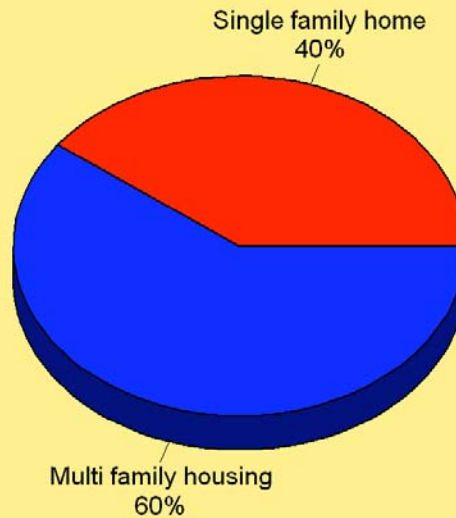


Source: Leisure Vision/ETC Institute (November 2006)

Demographics

Q19. Demographics: What Type of Home Respondents Live In

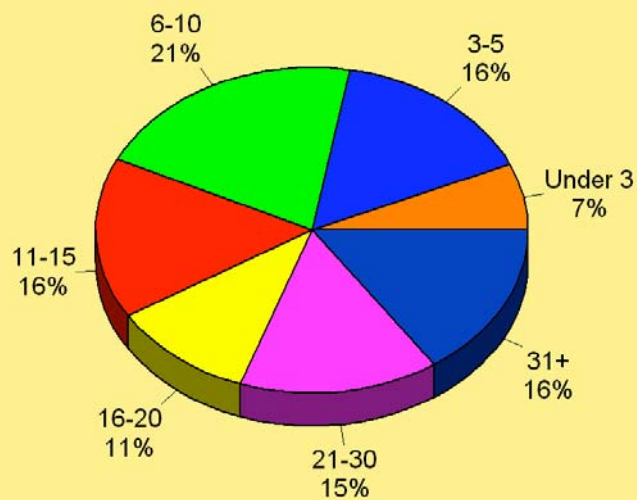
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

Q20. Demographics: How many Years Respondent Households Have Lived in the Village of Key Biscayne

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

Demographics

